

# Book Marketing Matters™

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

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## **New Special-Sales Programs! We find sales leads for you and then...**

- 1) Assign a sales rep to you, and that person makes personal sales calls on the top 75 premium buyers and does all the follow up, or**
- 2) Create a flyer and mail it with your book to a custom list of premium buyers and follow up for you, or**
- 3) Make telephone sales calls to a custom list of buyers and follow up to attempt to close the sale.**

## **Choose a program to fit your budget!**

**This is a great time to sell books since the buyers have new budgets and high goals for the year. They are looking for new ways to reach their 2008 objectives, and your book could be the one they choose to increase their sales.**

**For more information contact [Brian Jud](#)**

### **Notes From the Front Lines**

(Excerpted – with permission – from the Book Publishers' Handbook, by Eric Kampmann, President, Midpoint Trade Books [ekampmann@aol.com](mailto:ekampmann@aol.com).)

In less than two weeks Book ExpoAmerica will begin (May 30 – June 1). BEA, among other things, provides the independent publisher great opportunities to make connections that may improve their business prospects immeasurably. If you are looking to meet the right distributor at the BEA, then here are a few tips that will make your visit more productive. First, try to set up a meeting with a senior person. Second, bring material you can leave with the distributor. Third, be friendly and brief. Realize that everyone is busy and they appreciate someone who values their time. Fourth, be ready to explain how you are going to bring success to them. Everyone has a story, but often it is the cogent story that wins the day. Finally, do your homework. Not all distributors are the same. Visit their website and check references if you can.

## Marcella's Magic

(Marcella Smith, Small Press Business Manager, Barnes & Noble)

Wherever you travel, at least do a bookstore tour. Call ahead to bookstores in the area, let the manager know you will be stopping by, and when you arrive, introduce yourself and ask the manager which two or three staff members might be most interested in your book. Autograph copies you have carried into the store for those booksellers and present them to them. It's a great way to generate hand selling of your book.

## Poynter's Pointers

(Excerpted - with permission - from Dan Poynter's Fifteenth Edition of *The Self-Publishing Manual*: <http://www.parapublishing.com>. To receive Dan's free newsletter, *Publishing Poynters*, go to <http://parapub.com/sites/para/resources/newsletter.cfm>)

Book Expo America (BEA) will begin on May 30. Few publishers realize that acquisition editors from major houses make the rounds of the booths there. These editors are hunting for good books to add to their lines. They know that you live your subject and are on the leading edge of change. Small publishers are usually thrilled to be courted by a big house and often make the mistake of selling for the same 10% (or less) royalty an author gets for a manuscript.

## You're On The Air

(Eric Marcus, former producer for *Good Morning America* and *CBS This Morning*)

A good guest is an engaging guest. Lively. Funny, if appropriate. Someone who knows the length of the show and can adjust the length of their answers accordingly.

## Kremer's Korner

(Excerpted - with permission - from John Kremer's Sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

With in-packs, the premium (your book or excerpt) is offered inside the package. When the customers buy the product they get your premium, too. Alka-Seltzer has used excerpts from several books as in-packs to promote its "relief-giving" properties. During tax time, they gave away "Tax Relief" an excerpt from "J.K.Lasser's Your Income Tax." In another promotion, they gave away "Hot & Spicy Favorites" recipes excerpted from various Better Homes and Gardens cookbooks.

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

Publishing houses have shifted the responsibility of providing publicity from themselves to their authors. If, prior to or upon its release, a book shows promise, publishers may decide to crank up their publicity machines and put greater effort into promoting the book. However, if you want your book to be successful:

- Understand that the publicity burden falls on you.
- Accept that your publisher probably won't promote your book.
- Create a book-promotion plan.
- Incorporate your promotion plan in your book proposal.
- Keep your promotion plan in mind as you write your book.

Think beyond this book and shape your promotional efforts to lay the groundwork for sales of books you may subsequently write.

## The Very Idea

When you are heading into new territory – such as non-bookstore marketing -- the directions are not always clear. In actuality, selling in special-sales markets may be no different from what you are currently doing selling to bookstores. Hesitation in pursuing new sources of revenue is usually caused by not knowing where to find new markets, companies and buyers to which your books could be sold.

What and where are these mines of cash? They are all around you, but you probably overlook them because they do not have canyons of bookshelves. They are disguised to look like corporations, associations, book clubs, schools, catalogs, gift shops, retail stores, government agencies, military bases, supermarkets and discount stores.



## Marketing to Non-Bookstore Buyers

(Excerpted from *How to Make Real Money Selling Books* by Brian Jud <http://www.bookmarketing.com>)

Non-traditional marketing is the process of writing quality content in response to an identified need, publishing it in the form desired by the reader and then selling it to people in defined groups of prospective customers. Doing this is not dramatically different from what you are probably doing now; it simply requires a change in focus.

**Focus on the content of your book, not the book itself.** *What your book does* is more important to buyers than *what it is*.

**Focus on people rather than on markets.** People buy books for their own reasons. People use books for their own purposes. Find out what those are and market to them.

**Focus more on the marketing end of the business than the production end of the business.** Publishing more titles to keep your frontlist current is not nearly as profitable as concentrating on selling those titles you already have.

**Focus on getting people to buy rather than selling to them.** Describe how you can help your prospective customers improve their revenues, margins or brand image. Add value to their way of doing business.

**Focus on the *differences* of your content, not on its *sameness*.** Authors will describe their book as being similar to a current trend leader by saying, "It's the next *Harry Potter*," or "It's like *Who Moved My Cheese*, but better." Buyers do not want more of what they already have. They want to hear how your information is different from the better-known titles and why it is better.

**Focus on *push vs. pull*.** *Push* marketing is directed at the channel members, helping them sell more books to the next higher level in the distribution network. On the other hand, *pull* marketing is directed at the ultimate consumer, making people aware of your title and getting them to buy it. Push marketing is the preferred strategy in special-sales marketing.

**Focus on what you can control.** There are four primary activities you can control in marketing your book: 1) its content and form, 2) the price at which you sell it, 3) the ways in which you distribute it and 4) how you promote it.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))

When you have the opportunity to speak with a prospective client, be prepared to explore the range of products and services you have. See what works for them. You may be surprised once you start speaking with them. They could buy more than you first thought, in quantity or in a higher priced or wider reaching service. The conversation can often find its starting place in sending them a booklet.

## Pam's Publicity

(By Pam Lontos, Owner of the publicity firm PR/PR; [pam@prpr.net](mailto:pam@prpr.net); sign up for free publicity tips at [www.prpr.net](http://www.prpr.net))

Never be afraid to give too much information away. Many times, people fear that if they give meaty details about their book, then no one will buy it. In reality, this is one of the biggest mistakes you can make with the media. Think about it like this: In a one-page article, you might get two or three quotes. Or, if you're on a radio or television segment, you might get three minutes of actual talk time. There's no way you can ruin a 200-page book in that small space. Remember, the more people get, the more they want, and it's the same for the media. When you provide them with tons of information, they'll be sure to come back for more because you practically gave them the first story.

## e-book tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his [www.publishedandprofitable.com](http://www.publishedandprofitable.com))

**If you want your book to help you succeed, visualize it!** How will a successfully published book change your business and your life? Take a few minutes to visualize the future. Visualize yourself entering a fancy hotel conference room filled with people paying hundreds--perhaps thousands--of dollars to hear you speak.

Visualize how you will feel when you find your book for sale at your local bookstore, and you casually invite your friends and neighbors to attend your reading.

Visualize how you will feel when you receive calls and e-mails asking how much you charge for telephone consultations from readers who are pre-sold on your ability to solve their problems.

For a few moments each day, focus on how you want to change your future. Make a list of the specific goals you want your book to help you achieve. Refer to your list often, and allow it to guide your actions as you plan how you are going to write, promote, and profit from your book.

## Bartlett's Quotations on Powerful Publishing Ideas

(Robin Bartlett is a former member of the PMA Board of Directors and is the Publishing University Chair [rbbartlett@aol.com](mailto:rbbartlett@aol.com))

**Change the buying environment.** Evaluate the environment where your sales presentation takes place. A desk with visitors' chairs across from it is a bad environment and you need to change it. Move to a conference room or the cafeteria if you can, or take a walk outside. Get away and from the typical direct confrontation posture with you on one side of the desk and the buyer on the other, and get away from interruptions at the same time.

## Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; [www.bookmarketing.com](http://www.bookmarketing.com))

Planning allows you to take an objective, critical look at your business, markets and competition and create ways to improve your position in each segment. The act of planning is simply setting a general direction for your business and then developing the actions you must take to get there. Your marketing plan serves as your roadmap, detailing your course from where you are to where you want to go.

## Marketing Strategy

(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*; [www.bookmarketing.com](http://www.bookmarketing.com))

Strategy defines how all the elements of your marketing mix fit together. This involves making choices that are interdependent because your marketing activities must be mutually reinforcing. Your channels of distribution, for example, should reflect your target-market decisions. You would probably use different networks for selling to bookstores, libraries, mass merchandisers and academic markets.

## Guest Columnist – Shel Horowitz

(Shel Horowitz is the author of *Principled Profit: Marketing That Puts People First* and *Grassroots Marketing: Getting Noticed in a Noisy World*)

**Make it Participatory.** If you can get your audience to actually become involved, you'll have an easier time getting great results -- both from your ultimate audience and from the media. As an example, I released a campaign to collect pledges from 25,000 people, each of whom commit to telling at least 100 other people about the ways ethical businesses work better than crooked ones -- the subject of my book, "Principled Profit: Marketing That Puts People First". About 25% of those signing the pledge are also taking advantage of the discounted "thank-you" price and buying a book.

## Free Information

### **IBPA, The Independent Book Publishers Association (formerly PMA) Celebrates A 25<sup>th</sup> Anniversary And A New Name**

What's in a name? Just ask PMA, the former Publishers Marketing Association, who is changing its name to reflect an expanded mission as it moves into the next 25 years of education, advocacy and support for independent publishers.

On Friday, May 30, 2008 from 5:30 - 7:00 p.m. PMA, The Independent Book Publishers Association will celebrate 25 years of serving publishers and a new name: IBPA, The Independent Book Publishers Association, at an elegant cocktail reception for invited friends and supporters in Los Angeles on the first day of BookExpo America.

In a continuing spirit of celebration, IBPA invites all attendees of Book Expo America to a 25th Birthday Party, to enjoy champagne and cake on Saturday, May 31 at 4:00 p.m. at the IBPA/PMA Booth #727.

## Book Marketing Blog

For more information on special-sales, book marketing in general, as well as all of the topics discussed in each edition of *Book Marketing Matters*, go to the Book Marketing Blog at <http://blog.bookmarketing.com>

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A new and free “Online Community for Authors, Writers, Poets and their Readers” has just been announced. Whether you are a published author wanting to network or a writer simply looking for a place to display your portfolio, AuthorNation™ encourages you to take charge of your writing career and to break the mold of traditional bookstores as a reader. You can create a profile that includes a bio, reviews, photos, videos, abstracts, poems, stories and most importantly a link to sell your book thru the retailer of your choice. This is the place to build a network of readers and peers for input and support. The “Forum” has the most extensive set of topics anywhere on the Web. See <http://www.AuthorNation.com>

## Buy Lines -- Free Information About Not-Free Services

### The 2008 Publishing University

(May 27-29 at the Wilshire Grand Hotel, Los Angeles, CA.)

#### Do you know that Publishing University...

- Is the largest educational event for independent book publishers?
- Offers more than 80 class offerings in nine tracks over three days and half are new this year?
- Offers an advanced track and advanced classes for previous attendees and experienced publishers?
- Is attended by more than 600 publishers from around the world?
- Classes are taught by the best practicing professionals in book publishing?
- Teaches you to work the numbers before making decisions; analyze P&L and ROI; plan, budget and create a fiscally-sound company?
- Gives you insights and ideas you can use immediately?
- Helps you turn your dreams and passions into reality and put some hard-earned money in your pocket?

**For more information and to register visit [www.pma-online.org](http://www.pma-online.org) and click on “2008 Publishing University.” Save \$50 on the registration form by using discount code Jud08 (Disclaimer: I do not receive any compensation for this)**

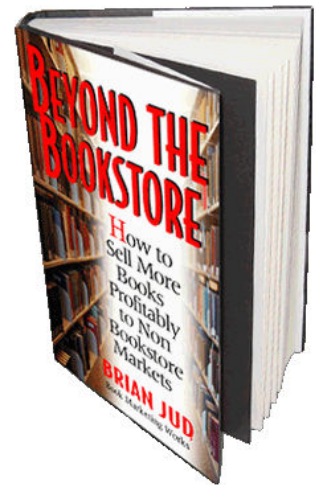
***Profitable Books: How To Choose Winners –  
an online seminar with Marion Gropen.***

The teleseminar begins at 11:00 am PST/ 2:00 pm EST. You can learn how to blend the quality of a book with the number-crunching, and how to make sure you're getting the biggest impact for your efforts. To register or for more details, please visit our website at the following link:  
[http://www.pma-online.org/custom/publishingUniversityOnline/University\\_onlinenow05-21.aspx](http://www.pma-online.org/custom/publishingUniversityOnline/University_onlinenow05-21.aspx)

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Go to <http://www.bookcentralstation.com/trial.asp> and sign up for a free trial membership.

## Contact Information

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I won't share or sell your email address.

Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at [www.bookmarketing.com](http://www.bookmarketing.com)

Brian Jud now offers several programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Find rated lists of suppliers to publishers at [www.bookcentralstation.com](http://www.bookcentralstation.com). Brian is a [media trainer](#), frequent speaker at publishing events and host of the online [Publisher's Bookstore](#) listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Visit his blog at <http://blog.bookmarketing.com> and contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>